

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In Re Application of:) Examiner: **Oluseye Iwarere**
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Chad D. Tillman) Art Unit: **3687**
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)
Serial No.: **10/816,547**) Conf. No.: **9998**
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)
Filed: **April 1, 2004**) Docket No.: **I098 1030.1**

For: **PROVIDING CUSTOMIZED MEDIA AT PHYSICAL POINT OF SALE**

REPLY TO OFFICE ACTION

Mail Stop AMENDMENT
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

This reply is responsive to the Office Action mailed on July 17, 2009, in connection with the above-identified application. A Request for Continued Examination (RCE) is filed contemporaneously herewith.

If any additional fees are required for this Reply and RCE, Applicant requests that this be considered a Petition therefor. The Commissioner is hereby authorized to charge any additional fees that may be required to Deposit Account No. 09-0528.

Amendments to the Claims are reflected in the listing of claims, which begins on page 2 of this paper.

Remarks begin on page 12 of this paper.